

## **REMARKS**

Applicants reply to the Final Office Action dated October 24, 2006 within two months. Thus, Applicants request an Advisory Action, if necessary. Claims 1, 3, 4, 6-13, 16, and 17 were pending in the application and the Examiner rejects claims 1, 3, 4, 6-13, 16, and 17. Support for the amendments may be found in the originally-filed specification, claims, and figures. No new matter has been introduced by these amendments. Reconsideration of this application is respectfully requested.

### **Rejections under 35 U.S.C. § 112, first paragraph**

The Examiner rejects claims 1, 3-4, 6-13, 16, and 17 under 35 U.S.C. § 112, first paragraph, as failing to comply with the written description requirement. In a previously filed Amendment and Reply, Applicants amended claim 1 to clarify that product data is retrieved from a plurality of website domains. In response, the Examiner asserts that, “[n]owhere does the specification as originally filed disclose retrieving and providing product data from a plurality of ‘website domains’” (page 2). Applicants respectfully disagree. However, to expedite prosecution, Applicants amend independent claim 1 to remove the reference to website domains.

### **Rejections under 35 U.S.C. § 103(a)**

The Examiner rejects claims 1, 3-4, 6-13, 16, and 17 under 35 U.S.C. § 103(a) as being unpatentable over Yagasaki, U.S. Patent No. 6,125,353 (“Yagasaki”) in view of Musgrove et al., U.S. Patent No. 6,725,222 (“Musgrove”). Applicants respectfully traverse this rejection.

Yagasaki generally discloses a system for categorizing various products into a searchable database, whereby online users may locate and purchase desired products. Specifically, the Yagasaki system is limited to a mall server that classifies products into a number of categories. Each category is accompanied with an effective period which determines when each product is available for search. For example, if a product is classified as “Halloween”, then a “Halloween” category may only appear within a dropdown menu selector between the dates of September 1 through October 31. As a result, customers interacting with the Yagasaki system will only be able to search for products where the search date falls within the defined effective period for the product category. Such a system is described as resulting in a more authentic “mall-like” experience, wherein various product categories are only made available to shoppers during specific periods during the year.

Musgrove discloses a method for storing product information from a plurality of merchants within a centralized shopping server, providing product information from multiple merchants to users, and consummating order transactions relating to one or more user selected products. Musgrove further

discloses known methods for collecting product information from merchant servers which use automated web crawlers and bots. Web crawlers and bots are known to those of ordinary skill and are disclosed by Musgrove to enable the invention by providing a means for collecting product information from merchant web sites. Musgrove is limited to searching and displaying product data obtained from a plurality of merchant web sites and facilitating purchase transactions.

Both Yagasaki and Musgrove disclose online shipping environments, wherein users may search for products and/or services residing within a products database table. Further, both of the references disclose capturing product data from a plurality of merchants in a consolidated manner. The mall server of Yagasaki enables administrators at member companies to establish a “virtual branch” by interacting with the mall server to input product data such as, for example, product categories, availability parameters, product names, descriptions, prices, shipping options, images, and the like.

Musgrove discloses a more automated means for populating its database of products. Specifically, the Musgrove product database “can include product descriptions, pricing, delivery dates, and other product information for plural merchants and culled from merchant servers 40 using automated Web crawlers or ‘bots’” (column 5, lines 19-23). However, neither reference discloses how information is specifically collected according to the business type from whom the product data is supplied or retrieved. For example, many suppliers of products and services (e.g., Maytag™, Samsung™, Sony™, and Ford Motor Company™) have websites, however, because they do not sell direct to the consumer in most cases, their websites do not include product information that would be of most interest to the consumer (e.g., prices, shipping options, delivery dates, and special promotions). Thus, when compiling product information from various websites, it is important to know whether the source is a provider or a supplier, as it will most often affect how the information is retrieved, parsed, and stored. As such, neither Yagasaki, Musgrove, nor any combination thereof, disclose or suggest at least, “determining a source of said product feed, wherein said source is at least one of suppliers and said providers”, “extracting image data from said product feed when said source is said supplier” and “retrieving image data from a website of said provider when said source is said provider,” as recited by amended independent claim 1.

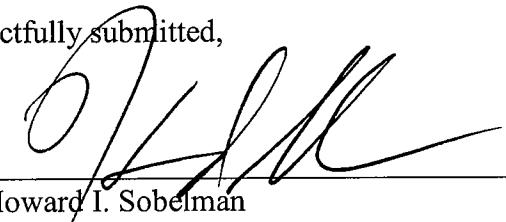
Claims 3-4, 6-13, 16, and 17 variously depend from independent claim 1. Applicants assert that dependent claims 3-4, 6-13, 16, and 17 are differentiated from the cited references for at least the same reasons as set forth above, as well as their own respective features.

Applicants respectfully submit that the pending claims are in condition for allowance. The Commissioner is hereby authorized to charge any fees which may be required, or credit any

overpayment, to Deposit Account No. **19-2814**. Applicants invite the Office to telephone the undersigned if the Examiner has any questions regarding this Reply or the present application in general.

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Respectfully submitted,

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